

Hello ELLE DECOR readers! Today, we have the pleasure of chatting with one of the world's leading architects and interior design experts, Metin Durmaz. He is the CEO of Sagist Group, playing a significant role in the global success of Sagist Group Luxury Furniture Factory.

Sagist Group  
LUXURY FURNITURE FACTORY

## A CANDID CONVERSATION WITH METIN DURMAZ

- MR. DURMAZ, IT'S TRULY A PLEASURE TO MEET YOU. YOU'RE RECOGNIZED AS ONE OF THE WORLD'S LEADING ARCHITECTS AND INTERIOR DESIGN EXPERTS. WHERE DOES THIS PASSION COME FROM? HOW HAS THE JOURNEY BEEN?

# LUXURY

The pleasure is mine. Indeed, it has been a journey of passion, dedication, and relentless pursuit of excellence. I've always been captivated by the power of design and its ability to transform spaces. Over the years, I've had the opportunity to work with some of the best talents in the industry, and it's been a rewarding experience.



- Sagist Group has achieved remarkable success globally. Could you share some of your major projects with us? What do these projects mean to you and your team? Certainly. We've had the privilege of working on several high-profile projects worldwide. One that stands out is the luxury hotel project in Dubai, where we provided bespoke furniture solutions that truly captured the essence of luxury and elegance. Another notable project was a series of high-end residential complexes in London, where our unique designs added a touch of sophistication and class.

- We had mentioned significant investments from two prominent businessmen from America and Africa. Could you provide more information on this? What does this investment mean for you and your company?

These investments were a significant step for the growth and expansion of our company. Thanks to these investments, we were able to invest in more projects and strengthen our position in the global market.

- You're known internationally for your strategic political views. In fact, you provide consultancy services to many politicians, businessmen, and billionaires. They place incredible importance on your ideas and follow your investment advice and strategic ideas. You also have a very large network because of this. How do you see the future of global politics affecting the industry? What can you say about the impact of your views on the business world?

Metin Durmaz: Global politics always affects the business world. Especially, international trade and investment policies have a significant impact on our sector. My views typically provide information on how these policies will shape and their impact on the business world. Therefore, many businessmen and politicians value my views when making strategic decisions.

- We know you love Africa; especially Nigeria from the African region shows a special interest in your work. Why do you think Sagist Group and you are their preferred choice?

Africa, especially Nigeria, is an important market for us. Our products attract great interest in this region due to their quality and unique design. Also, our ability to offer custom solutions makes us a preferred choice.

- The luxury holiday village project in Libya, which will be carried out with the Italians and worth 44M USD, is already closely followed by all investors in Italy and Africa, can you share some details about it?

This project is a great opportunity for our company. The luxury holiday village in Libya aims to offer a unique experience. In the project, we design special furniture using the highest quality materials, allowing guests to experience comfort and luxury.

- What projects can we expect from you in the future?

In the future, we plan to focus more on luxury residential and hotel projects. Also, we aim to invest more in sustainability and eco-friendly designs.

- Thank you for sharing your insights, Mr. Durmaz. It's been a pleasure speaking with you.

The pleasure is all mine. Thank you for having me.